

Application: 09/851,624

Filed: May 8, 2001

In Response to Office Action of: June 29, 2005

Response Dated: August 31, 2005

**I. AMENDMENT TO THE CLAIMS**

5. This listing of claims will replace all prior versions, and listings, of claims in the application:

**II. LISTING OF CLAIMS**

1-14 (cancelled)

15. (new) A survey system comprising:

- a) secure server,
- b) a network, connected to said secure server,
- c) a server web site, connected to said secure server and said network,
- d) one or more client web sites connected to said network,
- e) one or more computers having web browsers, said computers connected to said network for accessing said server web site or said client web sites

wherein said secure server further comprises a database management system comprising a plurality of databases including:

- i) a member database,
- ii) a client survey database,
- iii) survey templates database,
- iv) a client data database, having at least client respondent data, and
- v) a respondent member database

wherein said server web site further comprises a survey builder,

wherein client users securely access said server web site via said network whereby said client users:

- vi) signup for survey memberships,

Application: 09/851,624

Filed: May 8, 2001

In Response to Office Action of: June 29, 2005

Response Dated: August 31, 2005

- vii) design one or more surveys, each survey comprising one or more survey questions, each survey question having a type selected from a predetermined plurality of types,
- viii) assign one or more goals for a survey,
- ix) assign a weight to each question indicating the impact that the question has on the one or more goals,
- x) post said one or more surveys to the client web site associated with one of said client users,
- xi) obtain one or more reports with survey results, and
- xii) maintain client data,

wherein respondent members securely access said server web site via said network to signup for respondent memberships,

wherein said respondent members receive notification when said one or more surveys are posted and said respondent members respond to said notification by providing answers to the survey questions via the client web site,

wherein said respondent answers are tallied by applying said weights to determine a number that represents said survey result for each one of said surveys, wherein said result is included in one of said reports,

whereby said client users obtain substantially instant, concurrent results of said surveys.

16. (new) The survey system of claim 15

wherein said client users select demographics to target survey respondents via said secure server, and

wherein said respondent members further comprise survey targets who match the desired demographics,

wherein said notification is sent only to said survey targets,

whereby said client users can obtain said survey results from survey targets who match the desired demographics.

17. (new) The survey system of claim 15

Application: 09/851,624

Filed: May 8, 2001

In Response to Office Action of: June 29, 2005

Response Dated: August 31, 2005

wherein said respondent members further comprise panelists, having been selected based on particular characteristics, who have entered into an agreement to respond to surveys,

whereby said client users can obtain said survey results from panelists who offer said particular characteristics.

18. (new) The survey system of claim 17

wherein said panelists are compensated for their participation in responding to surveys.